

## REQUEST FOR BIDS

The City of Las Vegas, New Mexico will open Sealed Bids at 2:00 p.m., September 29, 2015, at the City Council Chambers, 1700 North Grand Avenue, Las Vegas, New Mexico, or other designated area at the City Offices; ON THE FOLLOWING:

### GRAPHIC DESIGN AND PROMOTION SERVICES

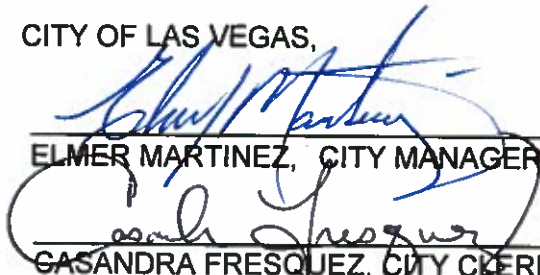
The PROPOSAL FORMS AND TECHNICAL SPECIFICATIONS may be examined at the following location: City Clerk's Office, 1700 N. Grand Ave. Las Vegas, NM 87701

Copies of the PROPOSAL FORMS AND TECHNICAL SPECIFICATIONS may be obtained at the office of: City Clerk's Office, 1700 N. Grand Ave. Las Vegas, NM 87701

Mailed proposals should be addressed to the City Clerk, 1700 N. Grand Ave., Las Vegas, New Mexico 87701; with the envelope marked: GRAPHIC DESIGN AND PROMOTION SERVICES, RFP No. 2016-12; on the lower left-hand corner of the submitted envelope. It shall be the responsibility of the Offeror to see that their proposal is delivered to the City Clerk by the date and time set for the proposal request. If the mail or delivery of proposal request is delayed beyond the opening date and time, bid thus delayed will not be considered. Proposals will be reviewed at a later date with possible negotiations to follow.

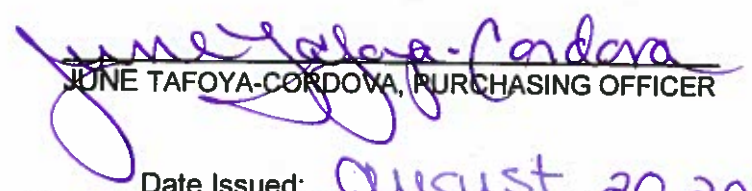
The City of Las Vegas reserves the right to reject any/or all bids submitted.

CITY OF LAS VEGAS,

  
ELMER MARTINEZ, CITY MANAGER

  
CASANDRA FRESQUEZ, CITY CLERK

  
ANN M. GALLEGOS, FINANCE DIRECTOR

  
JUNE TAFOYA-CORDOVA, PURCHASING OFFICER

Opening No. 2016-12

Date Issued: August 20, 2015

Published: LAS VEGAS OPTIC August 28, 2015  
[www.lasvegasnm.gov](http://www.lasvegasnm.gov)

**OFFEROR INFORMATION**

OFFEROR \_\_\_\_\_

AUTHORIZED AGENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

DELIVERY \_\_\_\_\_

STATE PURCHASING RESIDENT CERTIFICATION NO. \_\_\_\_\_

NEW MEXICO CONTRACTORS LICENSE NO. \_\_\_\_\_

SERVICE(S) GRAPHIC DESIGN AND PROMOTION SERVICES

THE CITY OF LAS VEGAS RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS AND TO WAIVE ANY TECHNICAL IRREGULARITY IN THE FORM.

**AFFADAVIT FOR FILING WITH COMPETITIVE PROPOSAL**

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

I, \_\_\_\_\_ of lawful age, being the first duly sworn in oath, say that I am the agent authorized by the offerors to submit the attached proposal. Affiant further states that the offeror has not been a party to any collusion among offerors in restraint of freedom of competition by agreement to a fixed price or to refrain from submitting a proposal; or with any City official or employee as to the quantity, quality or price in the prospective contract, or any other terms of said prospective contract; or in any discussion between offerors with any City official concerning an exchange of money or any other thing of value for special consideration in the letting of a contract.

\_\_\_\_\_  
Signature

Subscribed and sworn to before me, this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

(SEAL)

\_\_\_\_\_  
Notary Public Signature

My Commission Expires: \_\_\_\_\_

---

## DESCRIPTION

---

The State of New Mexico launched its New Mexico True campaign in 2011 and has become a driving force in bringing new tourism dollars to the state. The City of Las Vegas ("City") recognizes the success of this campaign and, through an eighteen month branding process, has worked to create a brand concept that complements the State's efforts; however, provides a unique look and feel that is specific only to Las Vegas. The completed brand package includes market research data, a written concept, strap-line, logo and sample deliverables, to include possible merchandise, maps, pole banners, etc.

The City is requesting qualifications based proposals for graphic design and promotional services to take Las Vegas' strap-line, *New Adventures Down Old Trails*, and other corresponding brand elements, to the next level through a comprehensive and cohesive tourism marketing campaign. Offerors should have an Art Director and a minimum of two (2) Graphic Designers on staff, as well as an Account Manager that will serve as the predominant contact for the City.



---

## ABOUT LAS VEGAS

---

The City of Las Vegas is located in San Miguel County, New Mexico, in the north eastern region of the state. With a population of approximately 13,000, Las Vegas encompasses 7.5 miles of rich culture and history, to include 900+ buildings on the National Historic Register. The following excerpt from Las Vegas' brand story helps paint a visual picture of what Las Vegas has to offer:

*There's a place in New Mexico crisscrossed with the literal and figurative trails, adventures, and stories of the authentic Old West. Like the scars on the faces of the infamous outlaws who earned their notoriety here, these trails are imprinted with a colorful past that is the stuff of legends.*

*Today, in this still unvarnished land of legend and lore, visitors are forging new adventures down these old trails, creating legends of their own on the very ground where the West began and history was made.*

*Welcome to Las Vegas, New Mexico, at one time the largest city on the Santa Fe Trail and the first major stop on the journey to the Wild West. Here, where the mountains meet the plains a confluence of cultures, ethnicities and traditions emerged. And in that confluence a mosaic of colorful people made their mark resulting in stories that stir the imagination.*

*Because Las Vegas and the surrounding landscape has preserved so much authenticity, it doesn't take much for the modern visitor to let their imagination wander back more than 100 years. To weary travelers on the rutted trail taking refuge in this wild trading post. To the Comanche, Apache and Pueblo Indians*

*hunting in the tall grasses and living a tentative, uneasy truce with the pioneer traders. Or to the notorious outlaws like Paula Angel or Vicente Silva and his Society of Bandits earning their reputation as the cruelest gang in all of the West. Other desperados who frequented the Las Vegas of old were Doc Holliday, Big Nose Kate, Jesse James, Billy the Kid and Wyatt Earp. In the streets and hills of Las Vegas, there were a record number of hangings and gun fights . . . testament to the lawlessness of the day.*

*But outlaws weren't the only Wild West inhabitants of old Las Vegas. Teddy Roosevelt's Rough Riders regiment (the first Volunteer Cavalry Regiment of the Spanish-American War) named Las Vegas their official reunion home. The first reunion was held in 1899, bringing that sense of history to the present day. And, connecting with the desire for freedom that drove the original Rough Riders, Las Vegas is now home to an annual Rough Rider Motorcycle Rally welcoming thousands of visitors and their bikes to celebrate the spirit of this special place.*

*Visit Las Vegas today and you'll enjoy a unique downtown experience with more than 900 buildings on the National Historic Register including adobe structures, grand Italianate homes, and historic hotels, like the newly renovated Castaneda Hotel and El Fidel Hotel. The traditional Spanish Plaza features the Plaza Hotel where old wood floors and antique facades take you back in time to discover what an overnight stay would have been like over 100 years ago. You may even be greeted by rumored ghosts that wander its historic halls. Bridge Street is anchored at one end by Highlands University and the other by the Plaza and offers visitors newer shops, restaurants, and even art galleries. And if learning more about the passionate past of this destination is your mission, the City of Las Vegas Museum and Rough Rider Memorial Collection offers an in-depth peek at the city's history. So whether a visitor is in the mood for the old West or New Mexico, downtown Las Vegas allows you to explore both paths.*

*True to its focus on preserving its heritage and representing its many distinct cultures, Las Vegas has been designated a New Mexico Arts & Culture District. Ethnic artists are on view in the shops and galleries in town. Restaurants – often housed in historic buildings – offer up authentic cuisine featuring the renowned New Mexico red and green sauces (you can almost imagine dining next to an infamous outlaw or famed dignitary). The sounds of live local music drift over from the bandstand while for 126 years the famous Fourth of July Fiesta has been attracting visitors from all over the region interested in celebrating independence with the indigenous food, music and dance representative of the Spanish and Mexican cultures that define this town.*

*History buffs and nature lovers alike will want to wander out from the downtowns to pick up the still-visible wheel ruts of the wagons headed westward on the Santa Fe Trail. Partial ruins of adobe structures near Fort Union National Monument mark where the two branches of the Santa Fe Trail intersected and provide a fascinating glimpse into another place and time.*

*In fact, so much about Las Vegas and San Miguel County feels true that it is a favorite location of Hollywood movie makers looking to embody the western spirit. Here you can find the pristine rugged beauty of the western plains, the eclectic architectural styles reflective of the region's heritage and a carefully preserved authenticity of character. No wonder classics like Easy Rider, All the Pretty Horses, Wyatt Earp and No Country for Old Men found their visual persona here.*

*And, as a fascinating contrast to all this unvarnished history, the beautiful United World College glows in the hills, a testament to the power of education, diversity and global connections. Visitors can visit Montezuma's Castle or even see the Dwan Light Sanctuary showcasing light prisms in the apses and ceiling, creating beautiful rainbows. Surrounded by serenity and beauty you can't help but ponder the ironies of a prestigious international high school educating the world's future leaders in the same hills that once entertained weary travelers looking for refreshment or famous dignitaries hoping for a place to rest for an evening.*

*Recreational enthusiasts will also enjoy new adventures down old trails . . . sometimes literally! Throughout San Miguel County, in the starkly breathtaking beauty of the surrounding "vegas", adventurers can hike and bike in the Pecos Wilderness, bird watch at the Las Vegas National Wildlife Preserve; take to the hills on horseback, or fish and play golf. Nearby hot springs offer a way to relax after your days of adventure. And at night, in the clear skies of the open plains, a blanket of stars shines down on the town adding mystery and romance to your adventures. Looking up into all that timeless wonder, you'll be reminded that these are the same stars that once watched over the pioneers, heroes and outlaws of Las Vegas in its Wild West days.*

*That's Las Vegas. The nation's first wild town. A testament to the character and grit of the unvarnished old West and an embodiment of the spirit, natural beauty and cultural diversity of today's New Mexico.*

*Old West and New Mexico. New adventure down old trails. It's all waiting right here for you.*

---

## SCOPE OF WORK

---

The Scope of Work is heavily weighted in graphic design, creative development and production; however, will also include distribution, media placement and ongoing brand stewardship. Brand stewardship may include oversight of industry brand adoption and ensuring cooperative advertising partners meet the brand standards.

### **Market Research:**

- Target market research and recommendations

### **General Graphic Design:**

- Tourism specific graphic design services that may include brochures, maps, pole banners, wayfinding signage, billboards, brand merchandise, custom illustrations/graphics, etc.

### **Website Re-skin/Improvements:**

- Complete re-skin of City's tourism website [www.visitlasvegasnm.com](http://www.visitlasvegasnm.com)
- Improvements to the usability and visibility of the comprehensive event calendar
- Integration of interactive components, such as Trail Tour app
- Search Engine Optimization

### **Las Vegas Trail Tour App:**

- Develop an interactive tourism trail app (e.g. Chile Trail, Trout Trail, Brew Trail, Film Trail, Ghost Trail, Bike Trails, etc.)

### **Special Events:**

- Provide graphic design services for specified Las Vegas events (promotional posters, print/digital ads, etc.)

### **Reporting:**

- Offeror will be supervised by, and will report directly to, the City of Las Vegas Community Development Department and may be asked to present periodically to the City's Marketing Advisory Committee.

---

## CONTENT, FORMAT AND SUBMITTAL OF PROPOSALS

---

Proposals must provide information to address the ranking criteria listed hereinafter. Proposal should be concise and demonstrate understanding of the project, experience in related projects, experience of personnel (Include resumes), equipment available to perform the work, technical approach to the project, and three references from other clients (tourism specific is preferred). In addition, Offeror must submit at least five (5) work samples of print design, and at least three (3) work samples of website design (Include a website URL with accessible online design portfolio).

The submitted proposal must not exceed ten (10) pages including any title page, index and/or transmittal letter (this does not include the required portfolio print and web examples).

Six (6) copies of the proposal, including one (1) original, must be delivered to the City Clerk of the City of Las Vegas, 1700 North Grand Avenue, Las Vegas, NM 87701, no later than 2:00pm on September 29, 2015.

Sealed proposal envelopes shall be clearly marked "Graphic Design and Promotional Services" RFP 2016- 12 on the outside of the envelope. Failure to comply with these requirements shall result in rejection of the proposal.

---

## CRITERIA/RANKING

---

The City of Las Vegas will utilize a technical advisory team made up of City staff, Lodgers Tax Advisory Board Members, Marketing Advisory Committee Members and community members to evaluate the proposals submitted. All proposals shall be reviewed for compliance with the mandatory requirements as stipulated within this Request for Proposals. Proposals found not to be in compliance will be rejected without further consideration. Proposals which are not rejected will then be evaluated based upon the following weighted values:

1. ***Experience of the Offeror, Specialized Services and Technical Competence - 25%***  
Experience in tourism marketing, graphic design, web design/implementation and app design/implementation
2. ***Capacity and Capability - 15%***  
Capacity and capability to perform assignments on short notice, timely basis, and to meet time frame set by the City
3. ***Past Record of Performance - 15%***  
Past performance record on similar project assignments (Must include a minimum of three (3) references)
4. ***Familiarity with the City of Las Vegas - 5%***
5. ***Las Vegas/San Miguel County Based Business - 5%***

**6. *Approach to the Project - 10%***

Briefly describe its approach to the Scope of Work

**7. *Approach to Communicating with the City - 5%***

Briefly describe their approach to communicating with the City

**8. *Personnel Qualifications - 15%***

Key personnel should be identified with a summary of their experience (Include resumes)

**9. *Current Volume of Work being done for the City - 5%***

If an Offeror has other contracts with the City that are not at least 75% complete, that would be taken into account in ranking the proposal (on the basis that the Offeror would be too busy to get the current work done)

It is anticipated that the team will meet at the end of September 2015 at City Hall, City of Las Vegas, for the purpose of ranking the proposals. The Advisory Team may, but is not required to, ask the top proposers to make an oral presentation at a time and place to be determined. It is anticipated that the final rankings and recommendation will be presented to the City Council at a regular work session in October 2015, TBA, at City Hall, City of Las Vegas, 1700 North Grand Avenue, Las Vegas, New Mexico 87701.

---

---

**CONTACT**

---

---

For questions regarding this RFP, contact:

Annette Velarde  
Event Planner/Film Liaison  
City of Las Vegas  
505-454-1401 x3277  
[amvelarde@ci.las-vegas.nm.us](mailto:amvelarde@ci.las-vegas.nm.us)

---

## STANDARD PROPOSAL CLAUSES

---

**Awarded Proposal:** Awarding of Proposal shall be made to the responsible Offeror whose proposal best meets the specifications. A multi-term contract for a period not to exceed four years, renewable annually, may be considered. The City reserves the right to reject any or all Proposals submitted. The City reserves the right to make multiple awards on Professional Services proposals. All contracts shall be presented to the Governing Body for approval.

**Timetable:** Proposals pursuant to this request must be received at the City Clerk's Office at 1700 North Grand Avenue, Las Vegas, New Mexico, on or before 2:00 pm, Wednesday, September 9, 2015, at which time all proposals received will be opened. The opening will occur at the City Offices. Awarding of proposal is projected for October 2015. The successful Offeror will be notified by mail.

**Envelopes:** Sealed proposal envelopes shall be clearly marked on the lower left-hand corner, identified by Graphic Design and Promotional Services. Failure to comply with this requirement may result in the rejection of the submitted proposal.

**Bribery and Kickback:** The Procurement Code of New Mexico (Section 13-1-28 through 13-1-199 N.M.S.A. 1978) impose a third degree felony penalty for bribery of a public official or public employee. The New Mexico Criminal Statutes (Section 30-4-1 N.M.S.A. 1978) states that it is a third degree felony to commit offense of demanding or receiving a bribe by a public official or public employee, and (Section 30-24-2 N.M.S.A. 1978) states that it is a fourth degree felony to commit the offense of soliciting or receiving illegal kickbacks. In addition, (Section 30-41-1 through 30-41-3 N.M.S.A. 1978) states that it is a fourth degree felony to commit the offense of offering or paying illegal kickbacks.

**Responsibility of the Offeror:** At all times it shall be the responsibility of the Offeror to see that their proposal is delivered to the City Clerk by the Date and Time scheduled for opening. If the mail or delivery of said proposal is delayed beyond the scheduled opening date and time, set proposal thus delayed will not be considered.

**Non-Collusion:** In signing the proposal and affidavit, the Offeror certifies that he/she has not, either directly or indirectly entered into action of restraint of free competition in the connection with the submitted Proposal.

**Clarification of Proposal:** Offeror requiring clarification or interpretation of the proposal specifications shall make a written request to the Community Development Department at least five (5) days prior to the scheduled proposal opening date, with a copy forwarded to the Finance Department. Any interpretations, corrections, or changes (not part of the negotiation stage) of said proposal specifications shall be made by "ADDENDUM" only, including any opening date or time change. Interpretations, corrections, or changes of said proposal made in any other manner (before opening and negotiation stage) will not be binding and Offeror shall not rely upon such interpretations, corrections, and changes.

**Modification or Withdrawal of Proposal:** A Proposal may not be withdrawn or cancelled by the Offeror following the scheduled opening date and time; the Offeror does so agree in submitting their proposal. Prior to the scheduled time and date of opening, proposals submitted early may be withdrawn, but may not be re-submitted.



**Application of Preference:** Pursuant to (Section 13-1-21 and 13-1-22 N.M.S.A. 1978) any New Mexico resident business or resident manufacturer who wishes to receive the benefit of an "Application of Preference" must provide their Certification Number (issued by N.M. State Purchasing) with their proposal on the "OFFEROR INFORMATION/AFFIDAVIT" form.

**Federal Tax Identification Number:** Pursuant to IRS requirements, Offerors shall provide their Federal Tax ID Number if Offeror is incorporated. If Offeror is a sole proprietorship or partnership, then Offeror shall provide their Social Security Number.

Federal Tax ID Number \_\_\_\_\_

Social Security Number \_\_\_\_\_

**New Mexico Tax Identification Number:** Payment may be withheld under (Section 7-10-5 N.M.S.A. 1978) if Offeror is subject to New Mexico Gross Receipts Tax and have not registered for a New Mexico (CRS) Tax Identification Number, contact the New Mexico Taxation & Revenue Department at (505)827-0700 for registration instructions.

New Mexico (CRS) Tax Identification Number \_\_\_\_\_

**Campaign Contribution Disclosure Form:** The Bidder shall submit a completed Campaign Contribution Disclosure Form Pursuant to Chapter 81, Laws of 2006.

**Special Notice:** Proposal will be opened and all submitted copies will be checked for accuracy of specific number of copies requested. Any price or other factors of the submitted proposals will not be read out loud to anyone in attendance at the proposal opening. All factors of the submitted proposal are not public record to other Offerors or interested parties before the negotiation or awarding process. The Community Development Department will evaluate all proposals submitted according to the evaluation criteria indicated in the proposal specifications.

**Negotiation:** Pursuant to the City of Las Vegas Purchasing Rules and Regulations (section 6.7), discussions or negotiations may be conducted with a responsible Offeror who submits an acceptable or potentially acceptable proposal.

**Contract:** When the City issues a Purchase Order in response to an awarded proposal, a binding contract is created, unless a specific contract has been created.

**Taxes:** Bidder must pay all applicable taxes. If the Offeror is from outside the City of Las Vegas, the successful Offeror must pay Gross Receipts Tax in the City of Las Vegas. The successful Offeror will be required to obtain a Business Registration/License from the City of Las Vegas prior to commencing any project within the City limits.

## **CAMPAIGN CONTRIBUTION DISCLOSURE FORM**

Pursuant to Chapter 81, Laws of 2006, any prospective contractor seeking to enter into a contract with any state agency or local public body must file this form with that state agency or local public body. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

**THIS FORM MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.**

The following definitions apply:

**"Applicable public official"** means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

**"Campaign Contribution"** means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. "Campaign Contribution" includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

**"Contract"** means any agreement for the procurement of items of tangible personal property, services, professional services, or construction.

**"Family member"** means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

**"Pendency of the procurement process"** means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

**"Person"** means any corporation, partnership, individual, joint venture, association or any other private legal entity.

**"Prospective contractor"** means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

**"Representative of a prospective contractor"** means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

**DISCLOSURE OF CONTRIBUTIONS:**

Contribution Made By: \_\_\_\_\_

Relation to Prospective Contractor: \_\_\_\_\_

Name of Applicable Public Official: \_\_\_\_\_

Date Contribution(s) Made: \_\_\_\_\_

Amount(s) of Contribution(s): \_\_\_\_\_

Nature of Contribution(s): \_\_\_\_\_

Purpose of Contribution(s): \_\_\_\_\_

(The above fields are unlimited in size): \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (position)

-OR-

**NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (Position)

**EVALUATION SHEET**

OFFERORS:

Proposal must address each of the following criteria.

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

**RATING SHEET FOR:****Graphic Design and Promotional Services**

Offeror: \_\_\_\_\_

<b>ITEM</b>	<b>POSSIBLE POINTS</b>	<b>POINTS AWARDED</b>
<b>RFP - Graphic Design and Promotional Services</b>		
1. Experience of the Offeror, Specialized Services and Technical Competence	<u>25</u>	
2. Capacity and Capability	<u>15</u>	
3. Past Record of Performance	<u>15</u>	
4. Familiarity with the City of Las Vegas	<u>5</u>	
5. Las Vegas/San Miguel County Based Business	<u>5</u>	
6. Approach to the Project	<u>10</u>	
7. Approach to Communicating with the City	<u>5</u>	
8. Personnel Qualifications	<u>15</u>	
9. Current Volume of Work being done for the City	<u>5</u>	
<b>SUBTOTAL PLANNING &amp; DESIGN SERVICES</b>	<b><u>100</u></b>	